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ADDENDUM NO. 1

Date: December 7, 2010

RFP No. 11-0208

ITB/RFP Title: MARKETING AND OUTREACH FUNCTIONS UNDER THE LAKE COUNTY ENERGY EFFICIENCY AND CONSERVATION BLOCK GRANT (EECBG)

It is the vendor's responsibility to ensure their receipt of all addenda, and to clearly acknowledge all addenda within their initial bid or proposal response. Acknowledgement may be confirmed either by inclusion of a signed copy of this addendum with the initial bid or proposal response, or by completion and return of the addendum acknowledgement section of the solicitation. Failure to acknowledge each addendum may prevent the bid or proposal from being considered for award.

This addendum ___ does ___X___ does not change the date for receipt of bids or proposals.

The purpose of this addendum is to provide answers to vendor questions and provide a revised pricing table for completion and return with the initial submission of proposals.

Question 1: -the pricing is line itemed out however there is no space to specifically state what will be spent on advertising (hourly rates are requested instead). A good part of the budget will be spent on a direct cost and we are wondering where to put that.

Answer: The pricing table in the RFP has been revised to provide an entry for a lump sum not -to -exceed advertising cost value. See new pricing item 3b on the attached revised pricing table.

Question 2: -the RFP does not call out for specific DBE requirements, however does the County have any specific target on all their procurement and does the County consider favorably in evaluation the inclusion of DBEs on our team?

Answer: Although the County does not have a specific DBE participation goal under the RFP, the County would consider that factor during evaluation in consonance with the general administrative requirements of the grant.

Firm Name: _____ Date: _____

Signature: _____ Title: _____

Typed/Printed Name: _____

REVISED PRICING SECTION (11-0208 Addendum One)

Vendors Must Respond to all Items Listed Below to be Considered for Award

| <u>Item No.</u> | <u>Item Description</u> | <u>Quantity</u> | <u>Unit</u> | <u>Price</u> |
|--|---|-----------------|-------------|--------------|
| 1 | Scope of Work Task 1: Develop an overall marketing plan and strategy, with a budget and specific milestones that, when implemented, will effectively reach Lake County's target audience(s). | 1 | Job | \$ _____ |
| 2 | Scope of Work Task 2: Develop a brand identity for the Residential & Small Commercial Rebate program. | 1 | Job | \$ _____ |
| 3. | Scope of Work Tasks 3 thru 11 * Perform all effort related, and necessary, to successfully complete Tasks 3 thru 11 stated in Section 2, Scope of Work. a. \$ _____ blended hourly rate x _____ hours = \$ _____ b. Lump sum not-to-exceed value for advertising costs = \$ _____ | | | |
| Total Price for line items 1, 2, 3a, and 3b = \$ _____ | | | | |

* Vendor is to insert the following entries in the spaces provided within line item 3:

- the blended/composite hourly rate proposed by the vendor to cover all performance of all effort required under Scope of Work tasks 3 thru 11
- the total hours proposed by the vendor for completion of the entire effort associated with tasks 3 thru 11. The vendor will be authorized to bill on a periodic basis using this hourly rate for completed and accepted work efforts up to the total hour count proposed by the vendor.
- the extended price for the two entries stated above (hourly rate x total proposed hours)

The vendor is advised that duration of performance is not governed by the total hours proposed or billed by the vendor for this line item. If work within the initial scope of tasks 3 through 11 remains to be performed when hours have been billed to the full specified quantity, the vendor will be responsible to perform the balance of the required work without further billing. The vendor is advised that the total hour level proposed by the vendor will be evaluated by the County as a matter of realism and understanding of the full scope of the work to be performed